

**WINSTON Direct Market - Fourth Quarter 1996: Smokers in Programs**

Region	WINSTON Base - WWC Non-Motorsports # Smokers	WINSTON Base - WWC Motorsports # Smokers	WINSTON MM Program (FL) # Smokers
Boston	5,912	19,705	0
New York Metro	1,775	5,915	0
Philadelphia	4,568	15,225	0
Buffalo	6,237	20,790	0
Pittsburgh	8,253	27,510	0
Cincinnati	8,831	29,435	0
<b>TOTAL NESA</b>	<b>35,574</b>	<b>118,580</b>	<b>0</b>

**CAMEL Direct Market - Fourth Quarter 1996: Smokers in Programs**

Region	CAMEL Conversion	CAMEL Continuity	CAMEL VIP Club
Boston	19,700	285,500	24,268
New York Metro	8,142	118,000	10,030
Philadelphia	16,319	236,500	20,103
Buffalo	18,906	274,000	23,290
Pittsburgh	27,014	391,500	33,278
Cincinnati	26,669	386,500	32,853
<b>TOTAL NESA</b>	116,748	1,692,000	143,820

**VANTAGE/MORE/NOW Direct Market - Fourth Quarter 1996: Franchise/Competitive Smokers in Programs**

Region	VANTAGE		NOW		MORE
	Franchise	Competitive	Franchise	Competitive	Franchise
Boston	1,979	3,201	2,590	3,914	4,773
New York Metro	4,995	4,069	3,623	16,310	5,650
Philadelphia	4,521	3,281	3,997	12,716	7,391
Buffalo	5,347	9,424	3,775	4,403	5,886
Pittsburgh	4,609	9,574	3,754	4,083	8,195
Cincinnati	18,824	16,611	4,745	4,228	8,243
TOTAL NESA	40,275	46,160	22,483	45,654	40,138

**DORAL's Fourth Quarter 1996 Direct Marketing Plan**

	<b><u>October Franchise</u></b> (2) \$1 Carton Cpns Free Ctn Offer 800# S. Rights Port Ashtray		<b><u>October Occasional Smokers</u></b> (2) \$1 Carton Cpns. Free Carton Offer 800# S. Rights Port. Ashtray		<b><u>Continuous Competitive Conversion Mailings</u></b> (**see information below on offers)		<b><u>Continuous Bouncebacks Free</u></b> Carton with 70 Seals (mailed to consumer)		<b><u>Monthly Birthday Cards</u></b> Franchise (October-November) (1) \$2 Carton Coupon		<b><u>Holiday Card Franchise</u></b> November DTS		<b><u>Holiday Card Occasional Smokers</u></b> (1) \$2 Carton November DTS	
Region	# of Smokers	Promoted Vol. (MM)	# of Smokers	Promoted Vol. (MM)	# of Smokers	Promoted Vol. (MM)	# of Smokers	Promoted Vol. (MM)	# of Smokers	Promoted Vol. (MM)	# of Smokers	Promoted Vol. (MM)	# of Smokers	Promoted Vol. (MM)
Boston	1,640	394	12,650	2,277	3,080	1,580	3,582	5,015	420	44	1,680	0	12,100	1,331
New York Metro	1,230	295	12,650	2,277	3,080	1,580	2,686	3,761	315	33	1,260	0	12,100	1,331
Philadelphia	5,330	1,279	25,300	4,554	6,160	3,161	11,641	16,297	1,365	143	5,460	0	24,200	2,662
Buffalo	9,225	2,214	57,500	10,350	14,000	7,184	20,148	28,207	2,363	248	9,450	0	55,000	6,050
Pittsburgh	13,940	3,346	69,000	12,420	16,800	3,018	30,446	42,624	3,570	374	14,280	0	66,000	7,260
Cincinnati	24,395	5,855	119,600	21,528	29,120	14,942	53,280	74,592	6,248	655	24,990	0	114,400	12,584
<b>Total NESAs</b>	<b>31,368</b>	<b>7,529</b>	<b>177,100</b>	<b>31,878</b>	<b>43,120</b>	<b>16,523</b>	<b>68,502</b>	<b>98,903</b>	<b>8,033</b>	<b>842</b>	<b>32,130</b>	<b>0</b>	<b>168,400</b>	<b>18,634</b>

\*\* Competitive Conversion Program - 4 mailers. Mailer 1 = (1) B1G1F, (1) B2G1F, (1) \$2 4pk/ctn. Mailer 2 = (1) B2G1F, (2) \$2 4pk/ctn., and Free Carton Offer and 3 item continuity. Mailer 3 = (3) \$2 4pks/ctn. cpns., Mailer 4 = DORAL & Co. sign-up.